



Community College
Workforce Alliance

2005 Dates:

3/18 (A),
4/22 (N), 5/20 (F),
6/17 (A), 7/29 (N)

Time: 9 AM— 4 PM

(N) North Run Corp. Pk
1630 E. Parham Road
Richmond, Virginia

(F) Featherstone Prof. Cen-
ter
1807 Huguenot Road
Suite 108
Midlothian, Virginia

(A) Advantech
501 E. Franklin Street
Richmond, Virginia

Instructors
Stu Neal
Director, CED, CCWA
Dan Schultheis
Adjunct Faculty

For more information contact:
Stu Neal, Director
(804) 521-4320

"An Education that Works!"

Sales 101

Basic Sales Skills

Expand your Selling Horizons!

- **Confused about what sales process to make your team use?**
- **Wondering how to make your sales people more productive and effective?**
- **Want to get more sales results from your team with less effort?**

If the answers to any of these questions are "yes", you need to send your sales team to this class!

A proficient sales force is the key connector between any business and it's customers. This course is not only designed for those entering the sales field for the first time, but also for experienced sales personnel that want to get back "on-track" and invigorate their sales closing rates. The course focuses on basic sales formula and skills including Prospecting, Lead Generation, Qualifying the Buyer, Presentation, Closing Skills, Overcoming Objections, and Sales Follow-up. It concludes with supervised role-playing to represent real-life encounters.

Highlights

- Complete overview of the process of sales
- One day presentation—limited downtime for training
- Affordable yet complete content
- Includes 45 page training manual

Next Class
March 18, 2005

Cost:
\$110
Includes Manual

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